



FRENCH EMBASSY IN THAILAND
TRADE COMMISSION – UBIFRANCE



PRESS RELEASE FOR IMMEDIATE RELEASE - Ref.: CP-1642



**Business and innovation at the heart of the trade show
CARTES & IDentification 2011**

With almost 20,000 visitors CARTES & IDentification confirmed its international influence and positioned itself more than ever as the major global event for digital security and smart technologies

CARTES & IDentification was in fine form, positioning itself more than ever as the sector's key global event. From the Conference to the SESAMES Awards and the high numbers at the stands, the event combined innovations and dynamism. With a rising number of visitors (19,513 visitors in total against 18,768 visitors in 2010), this edition has once again been able to meet the high expectations of the profession. Building on this success the CARTES team has already announced the dates of the next edition: 6 to 8 November 2012 in Paris Nord Villepinte.



CARTES & IDentification, reflection of a dynamic market

The trade show confirms its international status with **430 exhibitors** from 45 countries, and **19,513 visitors**, with 69% visitors from outside France, representing 143 countries.

The **21 conferences** tracks during the three days welcomed **1,225 participants**, including 87% professionals from outside France.

Key industry issues were discussed at length, in particular during the conferences dedicated to mobile payment and financial services (NFC and contactless), the future of payments, security in a "cloud" ecosystem, multi-application, point of sales / point of interaction and e-government, which were a great success.



As every year, the high point of the Congress was the inaugural conference of the "World Card Summit", during which key leaders from the industry analysed major market trends and presented their strategic visions in front of a full house of 500 people. For the first time in Europe, Scott Mulloy the CTO of ISIS (joint-venture with AT&T, T-Mobile, and Verizon Wireless) presented their mobile payment

vision during a keynote. Eurosmart also presented a preview of the 2011 figures and forecasts of the global market, announcing an expected 13% growth in 2012 and 7 billion units for secure smart devices.

Mobile payment and NFC applications: key themes for this year

Visitors are aware of the deployment of contactless technology and the arrival of NFC terminals for mobile payment, with many demonstrations on the stands such as the NFC car by Oberthur or the e-bike by NXP. The pavilion dedicated to mobile payment companies hosted 12 solutions providers for mobile payment, transactions management, Trusted Service Management, smartphones, tablets and other smart mobile objects.

Many projects in Government Security and in E-health

The identity protection sector is booming and the technologies of identification and authentication presented by the exhibitors have been applied to many documents (biometrics passports, electronic ID, electronic driver's license, health cards...).

E-health has been in the spotlight this year with the Smart Health exhibition which presented innovations for electronic health record, health cards, or even applications for telemedicine that improve the quality of care services and patients comfort, but it also fights against fraud and inflation in health costs.

The SESAMES Awards: the excellence of the technology rewarded

The winners of the 2011 SESAMES awards were revealed in front of a privileged audience of 300 guests during a superb ceremony organised at the Automobile Club de France.

Here once again is the list of this year winners, which was particularly full of innovations:

- BEST HARDWARE: **DYNAMICS** with **Chips & Choice**
- BEST SOFTWARE: **NXP SEMICONDUCTORS** with **Open source NFC Host Software stack for Android**
- BEST IT SECURITY APPLICATION: **GEMALTO** with **Just4YourEyes**
- BEST TRANSPORTATION APPLICATION: **INSIDE SECURE** with **VHBR**
- BEST BANKING/RETAIL/LOYALTY APPLICATION: **SIMARTIS TELECOM** with **Bubble**
- BEST SECURE INTERNET/AUTHENTICATION APPLICATION: **HID GLOBAL** with **Next Generation Secure Identity Ecosystem**
- BEST MOBILITY APPLICATION: **NXP SEMICONDUCTORS** with **PN65 Secure NFC module**
- BEST eTRANSACTIONS APPLICATION: **VERIFONE** with **PAYware Mobile Enterprise**
- BEST MANUFACTURING & TESTS APPLICATION: **OBERTHUR TECHNOLOGIES** with **ID One Digital watermark**



*See you at the 27th CARTES Exhibition & Conference
which will be held from **6 to 8 November 2012**
at Paris Nord Villepinte.*

Country Guest of honour: India

To access the latest news on CARTES & IDentification
The website: www.cartes.com or the blog: www.blogcartes.com

Photos of the 2011 show can be obtained on request from LEWIS PR

LEWIS PR

Lucie Robet – Karine Monsallier – Bérengère Deleage
cartes@lewispr.com

Tel : +33 (0)1 55 31 98 01 – Fax : +33 (0)1 55 31 98 09

Regional press contact:

Ms. Ratchaneekorn Mekchai
French Trade Commission – UBIFRANCE
French Embassy in Thailand
Phone: 02 352 4119
ratchaneekorn.mekchai@ubifrance.fr
www.ubifrance.com/th